GOVERNMENT OF INDIA
TRIBAL AFFAIRS
LOK SABHA

UNSTARRED QUESTION NO:3951
ANSWERED ON:27.03.2017
Tribal Art and Craft
Rai Shri Prem Das

Will the Minister of TRIBAL AFFAIRS be pleased to state:

(a) whether the Government is running programme and schemes to protect and conserve tribal art and craft in the country;

(b) if so, the details thereof;

(c) the total funds allocated and spent for the purpose during the last three years and the current year, State/UT-wise; and

(d) the other steps taken/being taken by the Government to preserve and promote traditional tribal heritage and culture in the country?

Answer

MINISTER OF STATE IN THE MINISTRY OF TRIBAL AFFAIRS
(SHRI JASWANTSINH BHABHOR)

(a) Yes, Madam. The Tribal Cooperative Marketing Development Federation of India Limited (TRIFED) which is a cooperative society registered under the Multi-State Cooperative Societies Act and is under the administrative control of the Ministry of Tribal Affairs, has been implementing the scheme namely "Institutional Support for Development and Marketing of Tribal Products/Produce"to protect and conserve tribal art and craft in the country.

(b) TRIFED is organizing and participating in Tribal Artisan Melas, exhibitions like Aadishilps, Aadichitra, and Octave etc. to protect and conserve tribal art and craft in the country. TRIFED has also been undertaking handicraft development training for tribal artisans.

The details of activities organized by the Government to protect and conserve tribal art and craft in the country is given at Annex.

(c) The total funds allocated and spent for the purpose under scheme "institutional support for development & marketing of tribal products/ produce" during the last 3 years and current year is as under:

(Rs. In Lakhs)

Year	Funds Allocated	Actual Expenditure/ Utilization
2013-14	3430.81	3012.63
2014-15	3500.00	3025.61
2015-16	3500.00	3500.00
2016-17 (upto 28.02.2017)	3900.00	2548.71

(d) The Ministry extends financial assistance to Tribal Cooperative Marketing Development Federation of India Ltd.(TRIFED) for organizing Tribal Artisan Mela(TAM), Aadishilp and Aadichitra to showcase various tribal art forms at National Level. Besides this, the Ministry of Tribal Affairs extends financial assistance to Tribal Research Institutes(TRIs) set up by the State Governments/Union Territories under the Scheme of "Grants-in-aid to TRI" with the aim to preserve and promote Tribal culture, heritage, arts and crafts through Research and Documentation. Under the scheme, funds are provided to TRIs to organize 'Exchange visits' for the Tribal to visit other parts of the State/Country with the objective of getting wider perspective of culture and traditions. In addition, TRIs also organize 'Tribal Festivals' for the preservation, promotion and dissemination of tribal art and culture and traditional sports events.

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ANNEX

Statement in reply to part(b) of Lok Sabha Unstarred No.3951 for 27.03.2017 by Shri Prem Das Rai regarding 'Tribal Art and Craft'.

The details of the activities under the scheme of "Institutional Support for Development and Marketing of Tribal Products/Produce" are as under:

1. Retail Marketing Development Activity:

TRIFED is the only body of the Government of India at the national level engaged in marketing development of tribal products including art & craft items. TRIFED has been marketing tribal products through its own shops called "TRIBES India" & through the outlets of the

state emporia on consignment basis. Starting with a single shop in New Delhi in 1999, TRIFED now has 30 shops of its own and 13 outlets on consignment basis located all over India.

2. Sourcing of tribal products:

TRIFED has developed a system of sourcing products of art & craft made by empanelled tribal suppliers. The suppliers comprise of individual tribal artisans, tribal SHGs, Organisations/ Agencies/NGOs working with tribals, who are empanelled as suppliers of TRIFED as per the guidelines for empanelment of suppliers. The products procured by TRIFED are then sold through its marketing platform of 'Tribes India' showroom. Such tribal products are categorized under --

? Metal Craft
? Tribal Textiles
? Tribal Jewellery
? Tribal painting
? Cane & Bamboo
? Terracotta & Stone Pottery
? Gift and Novelties &
? Organic and Natural Food Products

3. Organizing Tribal artisan Mela (TAM)
In order to enhance the number of tribal suppliers so that they are associated with Retail Operation, TRIFED organises Tribal Artisan Mela (TAM) at District/tehsil level as an exercise to reach tribals located in the interior tribal areas and source tribal art and craft directly from the tribal from the tribal artisans/group of artisans.

4. Exhibitions:

TRIFED also organises and participates in exhibitions for promotion and development of tribal product, the details of which are given below:

o "Aadishilp" − TRIFED organises National Tribal Craft Expo by the name of 'Aadishilp', in which individual tribal artisans, tribal SHGs, Agencies/Organizations working with tribals are invited to participate and showcase their rich tribal heritage. The main objective in holding these events is to provide an opportunity to tribal artisans to interact directly with art lovers for getting their feedback about their taste and preferences, which helps them in modifying their product designs and creations accordingly..

o "Aadichitra" −TRIFED has started an exhibition by the name of 'Aadichitra' since 2010, in which tribal paintings like Gond from Madhya Pradesh, Saora from Orissa, Warli from Maharashtra and Pithora paintings from Gujarat, are exclusively displayed and sold for promotion of tribal painting. The tribal artists are also invited to demonstrate their skills during such exhibitions.

o Octave− is a dance festival of North Eastern Region, organized by Ministry of Culture, Govt. of India. TRIFED has collaborated with Ministry of Culture to organize participation of tribal artisans from North Eastern States in such events for promotion of tribal art and craft which are organized at various places across country.

o Besides, TRIFED also participates in a number of exhibitions across the country for promotion and sale of tribal products.
5. Handicraft Skill Development Activity:

TRIFED had/has been undertaking handicraft development trainings for tribal artisans in 5 modules which are as under:

â€¢ Primary Level Training (PLT) - Aimed for fresh batch of 20 tribal artisans in which training on basic techniques of craft imparted to equip them for producing the craft. The duration of the program is 3 months.

â€¢ Advance Level Training (ALT) - This training was meant for those tribal artisans who perform well in the PLT and show potential of becoming craftsperson of a better quality, whose craftsmanship was honed by design and technology inputs through a Reinforcement Training for 15 artisans for a period of 45 days. This training program has been discontinued since 2014-15 after introduction of Comprehensive Training Program (CTP) in 2013-14.

â€¢ Comprehensive Training Program in Handicraft (CTP) - Revision of the Training programs was undertaken during the year 2013-14 and a new module of training program was inducted by merging the above two training programs, which aimed at honing the skill of the semi-skilled tribal artisans to capacitate them for manufacturing quality craft items to be competitive in the market. This training program is for a Batch of 20 trainees with duration of 90 days with a view to upgrade their skill through design and technical inputs to enhance the marketability of their handicraft products and empower them for entrepreneurship development.

â€¢ Design Workshop Training (DWT) for a Batch of 20 Artisans, who are already supplier to TRIFED, in 21 days with a view to hone their skill through design input on the basis of the Market feedback to enhance the quality and marketability of their products.

â€¢ Training of Trainers (TOT) which aims at creating a pool of Master Craftsperson out of those expert artisans, who will carry the craft and technology to those artisans whose skill need upgradation. The duration and the batch size vary as per the nature of the craft and availability of training resource.

â€¢ Besides above, TRIFED has initiated a new concept of Product development programmes (PDPs) during the financial year

2016-17 for development of new products from the empanelled tribal artisans and artisans trained by TRIFED.

From the year 2015-16 TRIFED is only conducting 2 types of training i.e., Comprehensive Training Program in Handicraft (CTP) and Design Workshop Training (DWT).

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